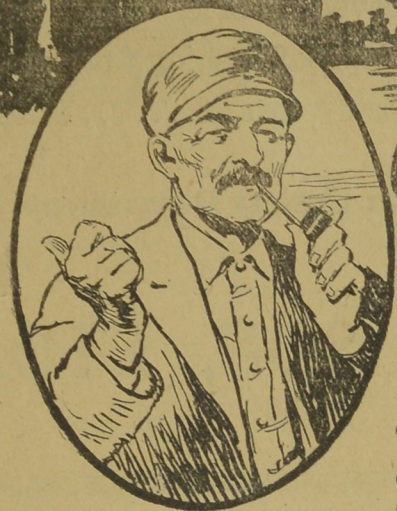


PREVENT FOREST FIRES!



The Old Guide Knows

That every year, tourists spend millions of dollars vacationing, hunting and fishing in Canada's Forest Playgrounds.

Forest fires destroy scenic beauty, dry up rivers and streams, spoil fishing and drive out game.

Put out your matches, cigarettes and campfires when in the woods.

CHARLES STEWART
Minister of the Interior

Save Your Forests

Canadian Forest Week, April 24th to 30th, 1927

Mr.—Where's a Pokerette today? Jean—You're so quick at figures Lathom—Shall we invite our new Mrs.—Wwho do you mean Bridget, you certainly have a wonderful neighbors to our party?
Mr.—Oh, yes. I knew she was mathematical training. Mrs. Lathom—Yes; I want to find some kind of a card game. Hed—I'm playing my first year of out what she paid for her permanent golf. wave.
Henry—If little Jimmy doesn't stop crying send him down and I'll sing to him. The average girl of today looks as "You may not get all that's coming if she has been routed out by a fire, to you in this world," observes a paragrapher, and perhaps that's another threatened him with that already. I leaving the important part of her out-grapher, and perhaps that's another fit hanging on the backs of chairs. reason for being thankful.

King YOU!

YOU live better than any of the kings of old. Where you switch on the electric light, he had a smoky torch. You go to bed on springs—his couch rested on planks. A few overworked minstrels were the best he could get when he wanted music. You turn a dial and a great symphony fills the room. And today, a thin copper wire carries more power than his scepter ever boasted.

You have a thousand kingly comforts that the emperors of distant days never knew. To what magic power should you offer thanks? Turn the pages of this paper to the advertisements!

ADVERTISING tells you about each new invention, every improved product that comes on the market. It describes what these new products will do, where to get them, and just how much you should pay for each one. It helps you purchase wisely and economically. Through it you hear—far sooner than the fastest courier of ancient times—what's NEW!

Read the Advertisements. They are Couriers of Comfort and Economy.

It Pays to Advertise in the Mail

NEW BRUNSWICK IS BUSY
DEVELOPING POWER RESOURCES;
CHEAP POWER URGENTLY NEEDED

(Prof. W. C. Keirstead in Financial Post.)

Fredericton.—Announcements recently appeared that the International Pulp and Paper Company had reached an agreement with the Town of Dalhousie, N. B., to erect a paper mill at that place. It is understood that the company is to have exemption from taxation on its manufacturing plant for fifteen years and thereafter to be taxed on a valuation of \$250,000 for the next five years; and on \$350,000 for the remaining portion of fifty years. All buildings of the company not used for manufacturing purposes are taxable on ordinary assessment. For purposes of school assessment the valuation shall be \$200,000 for the first five years; \$300,000 for the next five years; \$350,000 for the following ten years and \$400,000 for the remainder of a fifty year period. A plant is to be erected at once that will produce 250 tons of newsprint daily and it is expected that later it will be enlarged to an output of 500 tons a day.

It has been rumored that the Fraser Companies would build a newsprint mill at Campbellton, but it is now stated unofficially that this corporation may arrange for the International Pulp and Paper Company to make use of the power allocated to it. In this case one large mill will make use of the entire power of the fall available for such use.

St. John Work Progresses.

This newsprint mill is being erected under the terms of the legislation that enables the St. John River Power Company, a subsidiary of the International Pulp and Paper Company to develop the power at Grand Falls. The development now in progress calls for the initial installation of 60,000 horsepower in three units of 20,000 horsepower each. It involves the erection of a dam about the falls and the construction of a large tunnel 2,700 feet in length and twenty-four feet in diameter. This tunnel passes through the rock under the town of Grand Falls from the upper to the lower basin and there is a power house on the lower basin.

This newsprint mill is being erected under the terms of the legislation rights of the State of Maine and of the Province of Quebec. This interstate and international character of the development has complicated the problem somewhat but the International Company have rights in all these states. Speaking in legislature a few days ago, Hon. W. E. Riley, chairman of the New Brunswick Power Commission, stated that the development was proceeding in a satisfactory manner and would be completed before the time specified in the contract. The substructure of the generating station of the power house was already complete, the heading of the main tunnel was more than two-thirds complete and the main dam across the St. John River was about one-half complete.

The developing company has a signed contract with the Frasers Ltd. to deliver to the latter, beginning with July 1928, an amount of 13,000 continuous horsepower and 7,000 of secondary horse power. The New Brunswick Power Company under the legislation, may elect to purchase 6,000 horse power of 70 per cent. load factor or about 4,000 continuous horsepower or it may take two-thirds of this amount. The remaining power generated is sold to the International Pulp and Paper Company. No power can be exported from the province without the consent of the governor-in-council except such as is allocated to Maine by the International Waterways Commission on account of the storage facilities used in that state.

Use Most For Paper Mills.

The amount placed at the disposal of the New Brunswick Power Commission is too small to permit that board to build transmission lines of any great length. Recently an investigation was made with a view of securing electric power for the city of Fredericton. It was found that the New Brunswick Power Commission could not transmit power that the falls under this contract at a price to make it advisable for the city to

the Falls is not large and can easily use it. The total supply of power at be used in not more than two good sized pulp and paper factories. Under present conditions of the lumber industry of the province the use of this power in such mills is undoubtedly its most profitable use.

The Musquash power site was developed by the New Brunswick Power Commission and is being operated by it to give power to the city of St. John and the southern parts of the province. An investigation is now being made with a view to the development of the falls or rapids in the river St. John near Meductic. Although the report of the investigating committee has not been submitted to the legislature yet it is believed that a unit of 30,000 horsepower can be developed here at a cost that will permit the use of the power for industry and heating purposes. Probably the city of Fredericton will profit from this development.

With the exception of the Passamaquoddy Bay and perhaps the tides in the Petitcodiac River (and which at present are but possibilities) the Grand Falls is the one first class water power of the province. Yet cheap electric power is urgently needed for the manufacturing of our lumber products. The long lumber industry of the province is no longer profitable. We have reached a stage in the industry where we must cease exploiting our forests and manufacture our products to maintain the prosperity of the industries dependent upon our forests. At a banquet given by the board of trade in the city of St. John to the members of the New Brunswick legislature a few days ago, Premier Baxter spoke of the depression of the lumber industry in the eastern part of the province and intimated that other parts of the province must assist this section to make the transition from the exploitive to the manufacturing form of production. Evidently cheap power and perhaps favorable stumpage rates were in his mind. The economical development of every water power in the province that can furnish power to our manufacturers of the lumber output would seem the urgent need of the industry. Whatever may be the actual value of the concessions granted in the Duncan report it is quite evident that its favorable reception is having a desirable psychological reaction throughout the province. There is a feeling of encouragement and a realization that the time has come for intelligent and united action in developing the natural resources of the province. These resources are not vast but they are not to be despised. The application of science, energy, intelligence and capital in their development is the supreme need of the hour.

ORANGE OMELET.

1 tablespoon butter
4 eggs
1 teaspoon grated yellow rind of orange
1-2 teaspoon salt
3 tablespoons orange juice
1 teaspoon sugar.

Melt butter in pan in which the omelet is to be cooked. Separate yolks and whites of eggs. Beat yolks until thick and lemon colored. Add rind, salt, orange juice and sugar. Fold in the stiffly beaten whites and pour into the pan. Cook over low heat until the bottom is a light brown. Set in oven 350 degrees F. to finish cooking. The omelet is done when it feels firm to the touch. Fold. Turn out on hot platter and serve at once.

Frederick H. Peters

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COMMOTION

London, April 18—The whims of fashion disturb the cold calculations of bankers, according to the monthly review of the Midland Bank. Just now the craze among women for slave collars or enormous bangles and bracelets of gold is regarded as a menace to the gold supply.

"It is a disturbing thought" says the review "that the future course of world prices and with it the welfare of many millions of people is influenced to a considerable extent by the vagaries of fashion and custom. Yet on these more or less fortuitous factors depends very largely the quality of gold available for monetary purposes."

The world's production of gold it is explained was about \$400,000,000 yearly for the three years to 1925 and in the aggregate a quarter of this was absorbed every year in demands for jewelry, watch cases, and similar luxuries.

By restricting the supply of gold fashion is "the seed of veritable upheavals in price structure" as the monetary values of articles vary with the dearth or cheapness of gold. The review says that the present fashion has caused manufacturers to buy gold heavily, and that the banks must now go short.

In the absorption of gold for luxury purposes, America led with \$65,000,000 in 1925. France was second with \$30,000,000 and Great Britain and Egypt used about \$12,500,000 each.

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